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June 20, 2007

Commissioner for Patents  
PO Box 1450  
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**Art Unit 3622**

**Attn: Mail Stop Amendment**

Re: U.S. Utility Patent Application  
Application No. 09/864,293; Filed: May 25, 2001  
For: **Interactive Advertisement Mechanism on a Mobile Device**  
Inventors: AUFRICHT *et al.*  
Our Ref: 1933.0010008

Sir:

Transmitted herewith for appropriate action are the following documents:

1. Amendment and Reply Under 37 C.F.R. §1.111; and
2. One (1) return postcard.

It is respectfully requested that the attached postcard be stamped with the date of filing of these documents, and that it be returned to our courier.

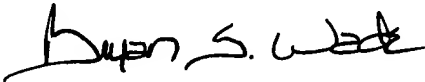
In the event that extensions of time are necessary to prevent abandonment of this patent application, then such extensions of time are hereby petitioned.

Commissioner for Patents  
June 20, 2007  
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The U.S. Patent and Trademark Office is hereby authorized to charge any fee deficiency, or credit any overpayment, to our Deposit Account No. 19-0036.

Respectfully submitted,

STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.

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MQL/O-A:smn  
Enclosures

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UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

AUFRICHT *et al.*

Appl. No.: 09/864,293

Filed: May 25, 2001

For: **Interactive Advertisement  
Mechanism on a Mobile Device**

Confirmation No.: 3536

Art Unit: 3622

Examiner: Duran, Arthur D.

Atty. Docket: 1933.0010008

**Amendment and Reply Under 37 C.F.R. § 1.111**

***Mail Stop Amendment***

Commissioner for Patents  
PO Box 1450  
Alexandria, VA 22313-1450

Sir:

In reply to the Office Action dated March 14, 2007, Applicants submit the following Amendment and Remarks.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks and Arguments begin on page 14 of this paper.

It is not believed that extensions of time or fees for net addition of claims are required beyond those that may otherwise be provided for in documents accompanying this paper. However, if additional extensions of time are necessary to prevent abandonment of this application, then such extensions of time are hereby petitioned under 37 C.F.R. § 1.136(a), and any fees required therefor (including fees for net addition of claims) are hereby authorized to be charged to our Deposit Account No. 19-0036.